

1210 - New York Metro ROU

From: Kuruc, G. Nick
To: *=AllIn1: Do Not Send PC Files; 1210 - New York Metro ROU; 1310 - Philadelphia ROU; 1510 - Hartford ROU; 1610 - Buffalo ROU; 2910 - Washington, DC ROU; 1700 - Pittsburgh Region
Subject: New Jersey Chain Division- April Promotion Schedule
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<<File Attachment: PROMOSC_.DOC>>

DM	Y&D	ME
1224	02	
1225	05	
1228	1,2,3,4,5,6,7	8, 9, 10, 11, 12, 13, 14, 15, 16
1229	04, 13	
1230	1,2,4,6,7,8,9	10, 11, 12, 13, 14, 15
PTC	SAM	
ROM	PA	SC
RM	PG	MC
1240	1241	SAM

**New Jersey Chain Division
April 1995 Promotion Schedule**

Chain	Dating	Promotion	Field Sales Accountability
Jamesway Corporation (0937-00-00)	April 3-May 1 Effective April 3 (ongoing)	WINSTON Co-Marketing \$4.00 off per carton (all styles Doral \$1 per carton Buydown**	Place POS/Monitor stock levels Maintain POS to communicate price break
Quick Chek Food Stores (0919-00-00)	April	WINSTON Select 2 Pack Lighter (Shipped from Condolidated Simon Dist)	Ensure that promotion is displayed Maintain COURIER Stock levels and Floor Displays/POS
Pathmark Supermarkets (0522-00-00)	April 2-29	Doral \$.50 off 2 Pack Program (Designated Stores- see letter)	Place floor displays per letter Recontact stores to replenish promos
Wakefern Food Corporation (all Shop Rite Stores)	March 26-April 22 April 23- May 13	Doral \$ 2 Price Plus Worth \$ 2 Price Plus	Place Shop Rite POS/Maintain Stock Levels Use Shop Rite signs where possible

**** The ongoing MONARCH \$ 1 per carton buy down in all Jamesway Stores will end on March 31. Effective April 1, a DORAL \$1 per carton ongoing buy down will begin.**

Note: Any questions regarding the above promotions should be directed to New Jersey Chain Accounts Manager, Nick Kuruc, Voice Mail # 43778